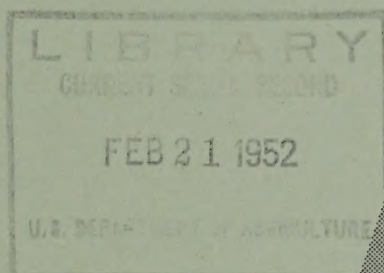


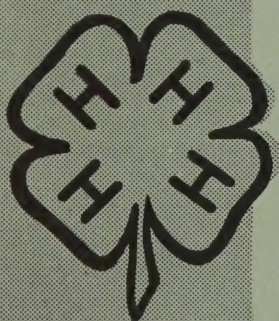
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Aids for Observance



NATIONAL

4-H



**ACHIEVEMENT
WEEK**

November 3-11, 1951

Extension Service, U. S. Department of Agriculture

THE IMPORTANCE OF RECOGNIZING 4-H CLUB WORK WELL DONE

BY

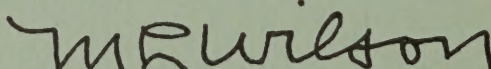
4-H MEMBERS--4-H LEADERS--4-H PARENTS

In this first year of the National 4-H Defense Mobilization Program, Club members should take justifiable pride in their many and varied worth-while achievements. To the 2,000,000 4-H members along with their 275,000 loyal, local volunteer leaders and parents who have cooperated in such an understanding and appreciative way, much credit should be given.

Records conclusively show that 4-H members, during these critical times, have been producing and conserving food, saving scarce materials, maintaining needed equipment, learning first aid and home nursing, removing accident hazards, helping in community drives and practicing good citizenship in countless other ways. In a striking manner, they are earnestly endeavoring to help build "America's Agricultural Might."

National 4-H Achievement Week provides the greatest opportunity of the year to recognize publicly the results of these efforts. As has been often emphasized, such recognition is essential to the normal, steady growth of every boy and girl. Let all leaders, parents and friends join in giving 4-H members the recognition that they so richly deserve and that is so necessary to their well-being.

In the observance of National 4-H Achievement Week, we hope that you will find this manual with its many suggestions and illustrations even more useful than formerly. We hope, too, that you will not hesitate to mimeograph any parts of it to which you may wish to give wider distribution. It is being sent to you early for this purpose.



Director of Extension Work

UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service

NATIONAL 4-H ACHIEVEMENT WEEK
November 3-11, 1951

THEME: WORKING TOGETHER FOR WORLD UNDERSTANDING

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Prepared by Gertrude L. Warren, Organization of 4-H Club Work, Division of Field Coordination, in cooperation with Althea Thacker and Janice Shervey of the Division of Extension Information.

NATIONAL 4-H ACHIEVEMENT WEEK

MAIN OBJECTIVES

The objectives for the observance of the 1951 National 4-H Achievement Week may vary considerably in different areas. However, the following are the main ones now being recognized:

To make a report to the Nation regarding the 1951 4-H achievements.

In most areas, these have topped those of any preceding year. The significance of small beginnings and of cumulative effort should be emphasized as well as the 1951 4-H theme, "Working Together for World Understanding." The general public is entitled to this information.

To see that parents in every community understand and appreciate what their own boys and girls have accomplished through 4-H Club work during the past year and its significance in relation to the total 4-H effort. This year, effort will be made to recognize parents who have cooperated in an especially fine way.

To give recognition to group as well as individual achievements, through 4-H Club work. Such recognition is important.

To help 4-H members to develop their own 1952 4-H Club plans, based on their 1951 4-H achievements, particularly in their local 4-H Clubs.

To emphasize the 4-H opportunities afforded rural young people, and encourage those not yet enrolled to join in keeping with enrollment goals set.

To make appropriate recognitions for all 4-H work well done during 4-H Achievement Week.

Such recognition is important in the lives of all 4-H Club members. It is the hope that everyone will do his full part in seeing that such recognition is given. Local leaders, parents, and friends of 4-H Club work should also receive recognitions as well as 4-H members.

To highlight the outstanding contributions of 4-H Club members in helping to develop world-wide understanding and peaceful relationships.

During these critical times, it is important that the public be informed regarding the many worthwhile 4-H activities to promote world peace-- the thousands of letters sent and received by 4-H members; the quantities of food, clothing and other supplies distributed abroad; the sizable number of exchange visits made involving hundreds of forms here and across the seas; and the effective follow-up from all such activities to develop better understanding among peoples of all races and creeds.

SOME GENERAL SUGGESTIONS

1. National, State, and local broadcasts, including transcriptions highlighting 4-H achievements during 1951, particularly as such pertain to National Defense.
2. Congratulatory messages to 4-H members by high Government or State officials and other prominent friends of 4-H Club work.
3. Recognition of National 4-H Achievement Week in churches, schools, and at meetings of farm organizations.
4. Breakfasts, luncheons and dinners by sponsors of 4-H Club Work; in honor of all 4-H members who have done good work.
5. National, State, and county news, magazine articles, and feature material in weekly and Sunday newspaper editions relating to the main theme of the Week and 4-H Club accomplishments to date.
6. Use of window displays, stickers, gate-signs and other material furnished by the National Committee on Boys and Girls Club Work. The National Committee will also cooperate as usual in relation to the other main activities of the week.
7. Special 4-H exhibits, demonstrations, and posters in public places.
8. Especially featured 4-H meetings, parades, and other 4-H events.
9. Development of 4-H plans for 1952 based on 4-H achievements during 1951.
10. Special tributes to local volunteer 4-H leaders and 4-H parents who have helped to make possible the 4-H achievements being recognized.

THE PRAYER OF THE SPORTSMAN

Dear Lord, in the battle that goes on through life,
I ask but a field that is fair,
A chance that is equal with all in the strife,
A courage to strive and to dare;
And if I should win, let it be by the code
With my faith and my honor held high;
And if I should lose, let me stand by the road
And cheer as the winners go by.

--Berton Braley.

A 4-H REPORT TO THE NATION
1951
OUR RESPONSIBILITY

It is our responsibility, as leaders, to tell as effectively as possible across the Nation, the inspiring story of 4-H achievements, particularly as as such pertain to National Defense.

It is our responsibility to encourage the general public to observe the actual work being done by stout-hearted 4-H members on countless farms marked with the 4-H sign along the highways of this Nation.

It is our responsibility to highlight the outstanding contributions of 4-H Club members in helping to develop world-wide understanding and peaceful relationships through correspondence, gifts, and exchange of visits to farms in various countries.

When all these things are done, general public support will be materially strengthened, making it possible for a correspondingly increased number of boys and girls to receive the benefits of the 4-H program - dynamic in its potentialities for helping to build a strong, efficient, and courageous citizenry throughout the Nation.

"The most regal gift we can give our fellowmen is to aid in their development."

--Wu Mind Fu

A 4-H REPORT TO THE NATION
1951
HIGHLIGHTS

4-H achievements set a new high record for the sixth consecutive year.

- - - - -

Of the 2,000,000 young people enrolled in 4-H Club work, over 79 percent completed their project work in farming or homemaking.

- - - - -

Over 15,000,000 rural young people have participated in 4-H Club work at some time.

- - - - -

4-H members do things in the home and on the farm.

They produce.

They conserve.

They help build America's agricultural might.

- - - - -

4-H members do things in their communities.

They build.

They serve.

They become responsible citizens.

- - - - -

4-H members work to make America strong.

They improve their own health.

They improve health conditions in home and community.

- - - - -

4-H members work together for world understanding.

They share with those across the seas.

They send needed supplies.

They exchange friendly greetings.

They make visits to each other's homes.

They help others to understand.

- - - - -

4-H members lead that others may do and serve.

THE NATIONAL 4-H DEFENSE MOBILIZATION PROGRAM

SUMMARY REPORT

1951

The great challenge of 1951 was centered in helping to build "America's agricultural might" as a part of the National Defense Mobilization program. The 4-H Clubs throughout the Nation responded to this challenge with their own fourteen points. Their 4-H theme, "Working Together for World Understanding" was reinforced by their defense slogan "Above all - Freedom." This challenging spirit was also reflected in their 4-H defense mobilization pledge, "As a 4-H Club member and a citizen of our great Nation, I will earnestly work to preserve our deeply rooted spiritual heritage, our time-proven democratic government for free men, and our vast wealth in manifold human and natural resources."

Ever since the National 4-H Defense program was initiated a year ago, 4-H members have been working together toward the attainment of their 14-Point program or similar program modified to meet State or local situations. However, irrespective of the points involved, the spirit of the National Defense program has dominated the thinking and the work of all 4-H members and leaders, as indicated by the top records reported. These records in every line of defense endeavor have surpassed those of every other year and, as such, should be highlighted during National 4-H Achievement Week.

The keynote of the part of the 4-H Clubs in this huge defense program recently found expression in a new national 4-H exhibit, entitled "Defense in Depth." For, back of the firing lines, the communication lines and supply lines stand the 4-H members of America-- staunch in their efforts to produce food, feed and fiber for home and world use; to conserve through practicing and demonstrating methods for making the best use of soil, water and other resources, as well as foods and equipment on the home farm; to serve through first aid, home nursing and labor-saving activities; and also through taking over tasks of those entering the armed services. Along with "all these 4-H calls to duty," 4-H members were also earnest in their efforts to develop their own selves to be better fitted for the "long pull ahead," physically, mentally, and spiritually. Such, in brief, was the launching of the 4-H Defense Mobilization program for the 2,000,000 members enrolled.

ACHIEVEMENTS
RELATIVE TO
NATIONAL 4-H DEFENSE MOBILIZATION PROGRAM

FOURTEEN POINTS

During 1951, 4-H members made an earnest effort to:

1. Obtain the best possible education and continue to make plans for the future irrespective of war emergencies.
2. Understand what genuine freedom in a democracy means.
3. Keep physically and mentally strong.
4. Produce for home and world use.
5. Assist in the conservation of all natural and material resources.
6. Take over farm and home tasks of older members who leave for military service.
7. Participate in various defense mobilization and relief campaigns.
8. Care for young children.
9. Learn and demonstrate labor-saving practices.
10. Receive training in first aid and home nursing.
11. Provide ways of giving comfort to the victims of war casualties.
12. Keep well informed regarding the United Nations and world affairs.
13. Continue to help and write to boys and girls in other lands, sending them illustrative materials regarding life with its many freedoms in the United States.
14. Do everything possible to stir the hearts of fellow Americans to a renewed allegiance to the flag of the United States and to the Republic for which it stands.

NATIONAL 4-H CLUB ACHIEVEMENTS, 1951*

A RECORD YEAR

What 2,000,000 Members Did in Their 87,000 4-H Clubs
Under the Guidance of Their 275,000 Local Volunteer Club Leaders

1. 4-H members produced and conserved food, to make more available for their own families, for other families, and for those in need in other lands:

Garden products	acres	120,000
Poultry	birds	9,000,000
Livestock	head	1,000,000
Food crops	acres	600,000
Products preserved	quarts	16,000,000
Food frozen	pounds	5,000,000

2. They made their homes more attractive and livable through their 4-H Club work in --

Food planning, preparation and service	meals	20,000,000
Room improvement	units	150,000
Arts and crafts	articles	450,000
Home management	activities	150,000
Beautification of home grounds, homes		140,000
Clothing	garments	2,250,000
Child care	children	20,000
Music appreciation	homes reached	250,000

3. They made their homes and home farms more efficient and profitable through their 4-H Club work.

<u>Club members</u>	<u>Achievement</u>
340,000kept personal accounts
580,000	participated in fire and accident prevention
150,000	made use of special economic information
370,000	conducted soil and wildlife conservation practices
170,000	carried on forestry activities
60,000	engaged in work relating to agricultural engineering, electricity, tractor maintenance, and general farm repairs

* Estimates based on reports of State Club Leaders for 1950.

4. They improved their own health, and cooperated in improving health conditions in their homes and communities.

Club members

Achievement

750,000carried on special health activities
310,000 had periodic health examinations
200,000 trained in home nursing and first aid

Thousands of club members checked and improved their own food and health habits.

Thousands more removed farm and home accident hazards.

An equally large number prepared and served 20,000,000 meals in keeping with the nutritional needs of their own families.

5. They worked as responsible citizens to improve their own communities.

Club members

Achievement

60,000served as junior 4-H project leaders
250,000conducted recreational leadership activities
46,000 . . engaged in community activities, such as improving
public grounds, conducting local fairs, and helping
those in distress
470,000 demonstrated improved farm and home practices to their
neighbors and other interested people of their communities.

Thousands of 4-H members developed a deeper appreciation of the American way of life by practicing and demonstrating democracy at home and in their club and community. They did much to help those in distress in this country - victims of polio and other dread diseases, floods and fire.

6. They gained a better understanding of their responsibilities in the world today.

They sent needed supplies to the less fortunate across the seas. These gifts included thousands of packages containing food, clothing, garden seeds and equipment of various types such as hand cultivators and sewing machines.

They corresponded with many of those to whom these gifts were sent, and over fifty representative 4-H members helped in the homes and on the farms of young people in other countries across the seas.

In their 4-H discussions, due to the critical world situation, they spent more time than ever before at their 4-H meetings and at their 4-H camps, trying to understand some of the important social and economic forces now at work in the world and the steps to take in developing the good-neighbor spirit at home and abroad, to the end that there may finally be a just and lasting settlement of differences.

NATIONAL AND STATE PLANS

National 4-H Achievement Week provides an opportunity not only to feature total 4-H accomplishments during 1951, but to call attention to local and county results, where community or county 4-H achievement days have already been held. The major plans for this week include:

1. National and State radio and television broadcasts.

These may feature total 4-H achievements, emphasizing what 4-H members have already done in producing and conserving food and fiber for home and abroad in connection with National 4-H Defense program. Although some effort will be made to arrange national 4-H broadcasts during the week, the main effort in this regard will be reserved for the week of the National 4-H Club Congress, November 25 to 29, 1951, and National 4-H Club Week, March 1 to 9, 1952, when the emphasis will be placed on checking up on progress made to date, thereby insuring a larger number of completions by 4-H Club members.

2. Messages to all 4-H members by high Federal and State Government officials and other prominent friends of 4-H Club work. There will be special messages by the Secretary of Agriculture and by Director M. L. Wilson.

3. National and State news and feature material.

These will be concerned with total accomplishments by 4-H members during the past year in community, county, State and Nation.

4. Magazine articles and feature articles.

In this connection, of special importance will be the weekly and Sunday newspapers, as well as Extension news channels.

5. Use of State 4-H posters.

6. Use of achievement window displays, stickers, gate signs, and other aids, including subscriptions to the "National 4-H Club News."

Such aids will be furnished by the National Committee on Boys and Girls Club Work. "The National 4-H Club News" can play a significant part as a suitable recognition to deserving local leaders and club members.

7. Commercial cooperation thru 4-H window displays, advertisements and parades.

8. Emphasis on 4-H theme, "Working Together for World Understanding."

SPECIAL SUGGESTIONS FOR COUNTY EXTENSION AGENTS

1. County Newspapers. Call attention early to the observance of National 4-H Achievement, November 3-11, in county newspapers. It helps considerably in focusing the attention of the public as well as 4-H members, leaders, and parents on the importance of the event, particularly in connection with National Defense.
2. 4-H Stories. Provide editors of local papers with photographs and information on National, State, and local 4-H results.
3. Window Displays. Consult bankers and managers of local stores about window displays. Some will have special plans already under way. Furnish 4-H posters, 4-H window cards and products canned or grown or made by 4-H members. Provide, if possible, for demonstrations by club members in local store or bank windows.
4. Circular Letters. Send circular letters to all local leaders acquainting them with plans for National 4-H Achievement Week and what they are expected to do. Circular letters concerning 4-H Achievement Week may also be sent to 4-H officers and possibly to all members. Note the suggested circular included in this manual.
5. Radio and Television Broadcasts. Make contact with local broadcasting and television stations regarding special 4-H programs during National 4-H Achievement Week highlighting the outstanding achievements of local 4-H members, as well as the extent of national and international 4-H Club work today.
6. Membership Appeals. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program. Make special announcement of those enrolled during National 4-H Achievement Week.
7. Plans for 1952. Announce 4-H plans for 1952 as developed by the 4-H Clubs of the county based on their 1951 results.
8. 4-H Poster, Window Cards, and Gate Signs. Put 4-H posters and 4-H window cards in all public places. Encourage 4-H signs on gateposts of farms where club members live.
9. Cooperation of the Church. Obtain the cooperation of the clergy of local churches. Supply them with all necessary information on 4-H work in relation to National 4-H Achievement Week and 4-H plans for 1951.
10. Special 4-H Events. Plan special 4-H events for the recognition of deserving 4-H members, leaders, and parents.

SOME SUGGESTIONS FOR PARTICIPATION OF FRIENDS OF 4-H CLUB WORK

Donors, Sponsors, Service Clubs, Farm Organizations

National 4-H Achievement Week may be an opportune time for the participation of the friends of 4-H Club Work--donors, sponsors, advisers, and members of service clubs, as well as members of national, State, and local 4-H committees. All such leaders may do much to call attention to the importance of the 1951 National 4-H Achievement Week, as well as to assume various responsibilities in carrying out special activities during the week to recognize 4-H accomplishments and to reinforce any 4-H events planned. They may be invited to attend special meetings held on national, State, and local levels to provide opportunity for 4-H members and leaders to report on the status of 4-H Club work, achievements to date, and to exchange ideas for the further strengthening of the work.

HOW TO BE A CHAMPION

(A little philosophy for the Club member during
National 4-H Achievement Week)

You wonder how they do it
And you look to see the knack;
You watch the foot in action
Or the shoulder or the back;
But when you spot the answer
Where the higher glammers lurk,
You'll find deep concentration
Mixed with much determination
That the most of it is practice
And the rest of it is work.

They all have certain canny ways
Who reach the topmost round;
And most of them have certain styles
At getting over ground;
But when you spot the reason,
Though the fellow is a Turk,
You will find in moving higher
Up the laurel covered spire
That the bulk of it is practice
And the rest of it is work.

Source Unknown

SPECIAL SUGGESTIONS FOR LOCAL ACHIEVEMENT PROGRAMS

Invitation to all parents, friends of 4-H, and others who should be interested.
4-H music by 4-H orchestra, band, or chorus.
Messages to 4-H members from prominent Government--State and Federal--officials and friends of 4-H Club work.
Pledge of allegiance, 4-H Club pledge, and National 4-H Defense pledge.
Summary report of 4-H achievements by president of 4-H Club council or some other especially interested person.
Special recognition and awards to those 4-H members who did outstanding work or made a special effort.
Salute to local volunteer leaders.
Presentation of the 4-H Award of the Silver Clover or other awards to 4-H Club leaders.
Presentation of the 4-H Recognition Plaque to some leading citizen who has made an outstanding contribution to 4-H Club work.
Some special recognition given to parents for their support of the program.
The challenge ahead. Plans for 1952.
4-H demonstrations relating to various phases of 4-H Club work.
4-H admission ceremony for those newly enrolled; installation of new officers.
Address by a prominent citizen.
Special report of total national achievements of 4-H Club work, particularly in connection with national defense. The report included in this manual may prove useful. (See pages 5-9.)

OTHER SUGGESTIONS RELATIVE TO LOCAL PROGRAMS

In some States, plans may include an achievement program in the morning, noonday lunch, and recreation programs in the afternoon. In other States, achievement programs are held in the evening, a 4-H banquet often being the main feature.

Cooperation with local organizations.
Window displays of 4-H work, with 4-H members participating.
Posters or stickers in home window or on farm gate of every 4-H member.
Posters in town hall, post office, local bank, or other public place.
Achievement parades. The new 4-H green cape and cap, designed especially for parades, may be worn by 4-H members.
Achievement tours.
Announcement of 4-H plans for 1952.
Announcement of names of new members enrolled.
Introduction of new local 4-H leaders.
Special recognition of 4-H Club work at local theaters; if possible the showing of a 4-H motion picture.
Use of local radio and television broadcasts.
Circular letters to all 4-H leaders, committee members and 4-H Club officers regarding suggestions for observance of National 4-H Achievement Week.

CIRCULAR LETTERS

Many itemized suggestions contained in this Manual regarding the observance of National 4-H Achievement Week can be used to advantage in letters to local leaders, presidents of clubs and parents of club members. Reference may also be made to previous manuals in which suggestive circular letters are included.

TO ALL LOCAL 4-H CLUB LEADERS:

Subject: Observance of National 4-H Achievement Week - November 3-11

It is most important that both 4-H members and parents receive recognition for work well done. Therefore, let us again begin early to plan for the observance of National 4-H Achievement Week, November 3-11, by discussing the observance of the Week at your club meetings, particularly in September and October. Let us see to it also that every 4-H Club makes a report of achievements attained and services rendered to the entire community. The following outline may prove helpful as you and your club members together develop plans for the Week:

Theme: Working Together for World Understanding

Main Objectives:

1. To make a report to the Nation regarding the total 4-H achievements for the year, particularly in connection with the National 4-H Defense Program.
2. To recognize all 4-H members who have done good work, especially the "runners-up."
3. To recognize 4-H friends and the parents of 4-H members for their cooperation.
4. To help 4-H members develop their own 1952 plans, based on their 1951 achievements, particularly on the local and county basis
"Once a 4-H member - always a 4-H member."

County Meeting for Local Leaders:

On September 10, a meeting for you local leaders is being called to consider plans for the county observance of National 4-H Achievement Week. The meeting will be held in the hall adjacent to my office. Come prepared to discuss the following items.

1. Telling the story of 4-H achievements in the National Defense program.

Daily and weekly news channels
Radio and television broadcasts
Use of 4-H posters and stickers
Window displays
4-H gate signs
Feature articles and editorials on
4-H Achievements in Weekly and
Sunday newspapers

2. Local 4-H Events

Achievement Meetings
Achievement Tours
Community Exhibits

3. County 4-H Events

Special 4-H ceremonials, luncheon,
and dinner meetings when recognition
may be given to both 4-H members and
those who have helped them, such as
leaders, parents, donors, sponsors,
advisors.

County exhibits

4-H Parade, having 4-H members wear the
new 4-H green parade cape and hat.

4. Circular letters to all 4-H officers and committee members regarding suggestions for observance of National 4-H Achievement Week.

Many experienced 4-H leaders believe that it is most important to observe this Week because of its great significance to all those 4-H members who have done a good job. Such recognition is essential to the normal, steady growth of every boy and girl in providing a feeling of self-confidence and a real sense of security. Let us do our full part to make the observance of National 4-H Achievement Week a powerful force for good in strengthening the 4-H program everywhere and in helping the young people participating to gain those satisfactions that come from a realization of having done one's best in America's critical hour. We are looking forward to seeing you on September 10 and hearing your suggestions for the observance of this important 4-H Week.

Sincerely,

(County Extension Agent)

SUGGESTIONS FOR NEWSPAPER HEADINGS

(Taken from actual newspaper clippings)

Defense Effort Part of 1951 Observance of National 4-H Achievement Week
National 4-H Achievement Week Highlights Spirit of Great Youth Program
4-H Members Make a Report of their National Defense Activities to the Nation
1951 Achievements of 4-H Boys, Girls Cause for Pride Throughout the Nation
Citizenship and Leadership, with Home and Farm Skills, Chief Aims of
4-H Work
Two Million 4-H Members Report to the Nation
Parent Support is an Important Asset in 4-H Program
4-H Club Work Makes Successful Farmers and Homemakers
4-H Work Plays Part in Molding Good Citizens
4-H Experiences of Much Value in Leadership and Citizenship Development
4-H Movement Termed Important to National Strength
4-H Clubs Meet the Challenge of National Defense
4-H Club Work Trains Tomorrow's Citizens for Happy, Useful Lives
4-H Members Assume Farm and Home Responsibilities
4-H Members Become Responsible Citizens. They build. They serve.
4-H Members Work to Make America Strong
4-H Program Points the Way to a Strong, Courageous Citizenry
National 4-H Theme - "Working Together for World Understanding."
2,000,000 Youth Serve and Share Through 4-H
Serving as Citizens Through 4-H
4-H Clubs - A Great Power for Rural Progress
4-H Members Work Together for World Understanding
4-H Clubs Pave the Way to Better Citizenship - Better Living

SUGGESTIVE ITEMS FOR NEWSPAPER ACCOUNTS

LOCAL LEADERS HAILED AS KEY FIGURES IN 4-H

Observance of National 4-H Achievement Week, November 3 to 11, would not be complete without proper recognition of the _____ local club leaders who have aided this work in the county, says County Agent _____.

They are part of a group of _____ local 4-H Club leaders in the State, and over 275,000 in the whole country. Many of them are parents of club members, but not all. Some serve out of sheer interest in boys and girls, eager to help them get ahead especially during this critical world situation. (Cite stories involving time, work, expenses.)

Some of the local leaders in the county have been serving in this capacity for _____ years. (Some may now have grandchildren as 4-H members. Mention names and incidents.)

South Dakota

SALUTE TO 4-H PARENTS

Almost without exception, the boy or girl who makes the most progress in 4-H Club work is the one who has the active interest of his, or her parents.

This observation was made today by County Agent _____ in connection with the observance by the _____ county 4-H group of National 4-H Achievement Week, November 3 to 11.

(Quote a club member on what parental interest has meant to him, and quote a parent on why he, or she, is interested in this work. Comment on your own observations in this regard.)

Delaware

MEMBERS TELL WHAT 4-H MEANS TO THEM

In commenting upon the observance of National 4-H Achievement Week, November 3 to 11, County Agent _____ pointed out today that 4-H is a "means to an end -- better informed and better trained farm youths never more needed than at the present time for a strong America."

That this end is being accomplished is indicated in statements volunteered by club members themselves. Excerpts from some of these follow: Cite stories linking them up with national 4-H Defense activities.)

Georgia

THE NATION OBSERVES NATIONAL 4-H ACHIEVEMENT WEEK

This is NATIONAL 4-H ACHIEVEMENT WEEK for the two million boys and girls who are members of this outstanding organization, now reaching around the world.

To be identified with a 4-H Club is a mark of distinction, borne by more than _____ boys and girls last year, of which _____ were from _____ county. Their theme is "Working Together for World Understanding."

_____, _____, in this county emphasizes that (Extension Worker) _____ (Title) "adults who are concerned for the future of this generation during these critical times can do no better service than that of encouraging and assisting the 4-H organization by recognizing work well done; by making greater participation possible; and by giving support to the local 4-H leaders who are helping the boys and girls of _____ county in such an outstanding way.

4-H Clubs represent the largest rural youth organization in the world. Numbering 2,000,000 boys and girls between the ages of 10 and 21 years, they are enrolled in over 87,000 clubs throughout the United States, as well as in Alaska, Hawaii, and Puerto Rico. England, Norway, Sweden, Denmark, Finland, Austria, Holland, Germany, Islands of the Caribbean, Venezuela, Uruguay, Peru, Japan, Australia, New Zealand, and other nations also, have 4-H Clubs or similar organizations.

_____ points out that each 4-H Club member does one or more phases of project work, under supervision of the county Extension office and local volunteer 4-H leaders, that will demonstrate or teach better ways of homemaking and farming. He also points out that the achievements of 4-H members during 1951 both in _____ County and in the Nation surpassed all previous records - Our congratulations to these stout-hearted 4-H members as they help to make America strong!

West Virginia

PAYS TRIBUTE TO 4-H CLUB WORK

_____ says that no better tribute to the 4-H Clubs could be given than this one by the late Dr. C. B. Smith:

"Four-H Club Work is a kind of training in which rural youth learns better ways of farming and homemaking, better ways of working together in groups and on community matters, better ways of living. It recognizes the basic educational values of farm life. It puts the emphasis on self-reliance, character, and an appreciation of the things of the open country. It makes for good homes, good citizens, and a cultural rural life."

National 4-H Achievement will be observed November 3-11; the theme "Working Together for World Understanding."

Georgia

EMPHASIS ON YOUTH

This week the emphasis is on youth as the largest rural youth organization in the world--the 4-H Clubs--observe NATIONAL 4-H ACHIEVEMENT WEEK. Members number TWO MILLION, of which some (number) are in (State), and _____ are in _____ county.

For many years, the 4-H Clubs have made their influence felt in education for farming, homemaking, and rural community life. Their progress deserves the commendations of community, State, and Nation.

This is certainly a time when ALL citizens of _____ county will do well to encourage the work of the 4-H Clubs, examine the results which they have achieved, and tell others of the benefits to be derived from taking some part in the program.

Four-H Clubs constitute an outstanding body of boys and girls. They attain worthwhile goals in life and as a character-building influence they are of uppermost importance. It is a great satisfaction to know that the work of the 4-H Clubs is based on each club member doing a useful piece of work on the farm or in the home, or community under skilled guidance and doing it the best way known to research and practice. It is also a satisfaction to know that 4-H Clubs have become an outstanding influence in developing the cultural, social, and recreational as well as the practical aspects of modern rural life and right now, are doing much to help make America strong.

It is a real pleasure to join in paying honor to these stout-hearted 4-H Club members of _____ county, of _____ State, and of our Nation, who have dedicated themselves to training for better citizenship, better living and better world understanding.

Connecticut

THE LOSER

Let others cheer the winning man--
There's one I hold worthwhile;
'Tis he who does the best he can
Then loses with a smile.

Beaten is he? Not to stay
Down with the rank and file;
That man will win some other day,
Who loses with a smile.

--Arthur Heide

SUGGESTED ITEMS FOR USE IN DISPLAY ADVERTISEMENTS

WE'VE BEEN WATCHING 4-H'ERS
(West Virginia)

We've seen them grow and develop into an organization that benefits rural youth in (State or County). We've watched them as they've included more and more activities in their program. We've watched them improve their project work as they have learned better ways of doing many farm and home tasks. We've watched them as they have become better and better citizens. We're proud to support 4-H Club work. During this National 4-H Achievement Week, we hope everyone will take advantage of the opportunity to learn more about this great youth movement. Congratulations - 4-H boys and girls.

(Sponsor's Name Here)

4-H LEADERS, CONGRATULATIONS!
(West Virginia)

We'd like to take this opportunity to personally congratulate you volunteer 4-H leaders in this county for the fine job you are doing with our rural youth. It is only through your unceasing efforts and the many hours of your time that this task has been accomplished. We know that often you are busy with your own work at home, but time and time again you've worked a little faster and stayed up a little later in order to make your club click. You realize the great responsibilities that have been given you in helping these 4-H'ers become the kind of adults this nation needs. Congratulations, Leaders!

(Sponsor's Name Here)

IN ANY EMERGENCY
(New York)

You can count on 4-H Club members to do their part. During this critical national emergency, records of 4-H'ers show that they have been working diligently to help keep America strong. They have been producing and conserving food, saving scarce materials, learning first aid and home nursing, helping in salvage drives, and practicing good citizenship in countless other ways. Our congratulations and best wishes to them during National 4-H Achievement Week!

(Sponsor's Name Here)

4-H IS A GOOD INVESTMENT
(West Virginia)

We have been in the banking business for _____ years and we think we know a sound investment when we see it. Enrolling in 4-H will pay dividends fast, and payments will come regularly in the form of new friends, successful projects, and unlimited opportunities. We believe you'll have to look a long time before you will find a more profitable, safe investment.

(Sponsor's Name Here)

YOUR KEY TO THE FUTURE
(New York)

1. Inspiration
2. Training and experience in Cooperation
3. Leadership
4. Community Service
5. Good Citizenship

That is why we say 4-H Club work is the finest possible training for boys and girls. Keep up the good work, 4-H boys and girls!

(Sponsor's Name Here)

SUGGESTED 4-H SALUTES FOR USE IN RADIO OR TELEVISION BROADCASTS

THIS IS NATIONAL 4-H ACHIEVEMENT WEEK

This is National 4-H Achievement Week - the time when 4-H members everywhere receive recognition for work well done. These 4-H Club members learn to produce and conserve food for home and across the seas. They learn to make their homes happier, healthier and more efficient. They join with others in helping to improve their communities. They number in all, 2 million boys and girls. This year their theme is "Working together for world understanding;" that is more than just a phrase. For each year they write thousands of letters to farm folks in distant lands, send gifts and sometimes visit them. We urge you to get acquainted with the 4-H program in your own community and support it in every way you can ... Now, The _____ Company brings you _____ (commentator).

4-H CELEBRATES THIS WEEK

Some _____ boys and girls in _____ State are celebrating National 4-H Achievement Week ... this week, November 3-11. "These young people," says _____, State 4-H Club Leader "can look with pride on a long list of accomplishments; they can look ahead to even better results from the groundwork laid during the past year. Therefore, it is very fitting, during this Week, that deserving recognition be given to them along with their local leaders and parents."

With the country facing a critical situation, 4-H'ers are planning to increase their efforts to help keep America strong in 1952 in various ways. They will be producing and conserving food, saving scarce materials, helping in salvage drives, learning first aid, and all in all, practicing good citizenship in countless other ways.

I would like to add that last year, members in over _____ (number) clubs carried on about _____ (number) homemaking and agricultural projects. Most of this fine endeavor would have been impossible, had it not been for the help of more than _____ (number) volunteer leaders, who gave their time and talent to 4-H work.

Yes, this is an important Week ... November 3-11 to review the past, give recognition to worthy achievements, and look to the future with 4-H. It will mean better living for a great many people ... both here and abroad.

New York

4-H A HUGE ORGANIZATION

Maybe you have thought of 4-H as being a rather small group of young people meeting in your communitybound together by the most wholesome of ties. Actually, in addition to these facts, 4-H the Nation over is overwhelmingly large. And through its tremendous size, it is benefiting thousands and thousands of members and leaders alike. It is a good thing to remember with National 4-H Achievement Week in the offing.

Nearly _____ (number) club members were enrolled in over _____ clubs in _____ State alone, last year. These same boys and girls carried somewhere near _____ agricultural and homemaking projects. More than that, about _____ outstanding people, interested in youth, acted as leaders and advisors. And further, these 4-H members across the Nation make a total of 2,000,000 with many fellow 4-H'ers joining similar clubs now being organized the world over.

New York

NATIONAL 4-H ACHIEVEMENT WEEK

A major Week will be with us before we know it a Week significant to thousands of young people in _____ State, as in the rest of the Nation. It is National 4-H Achievement Week, November 3-11....according to the State 4-H Club Leader's Office at _____. Highlighting this year's observance, will be a review of the 4-H accomplishments of the past year and plans for next year's part in the Nation's Defense Mobilization program.

Some _____ club members will take part in an Open House program, designed to acquaint the public with their work, and plans for the future. Some of the figures of accomplishment might surprise you. Take for example, the hundreds of thousands of meals served by 4-H members.... in _____ State alone. Or better than a _____ quarts of fruits and vegetables canned - just a couple of examples showing the progress in doing things the 4-H way. That's why 4-H is proud to celebrate National 4-H Achievement Week, November 3-11 and give recognition to the _____ 4-H members and the _____ local volunteer leaders who have made these 4-H achievements possible.

New York

4-H ADMISSION CEREMONY

— 0 —

Many a 4-H Club member has been stimulated to greater effort and achievement by the experiences and opportunities made possible through 4-H Club work. A brief summary of some of the 4-H basic principles at the time new members are admitted may aid considerably in developing an appreciation of the values of club work. Therefore, this brief ceremony seems especially appropriate at the time new members are enrolled in a 4-H Club.

— 0 —

Suggestions: The guide takes the candidate or candidates for 4-H Club membership to the front of the room, where the officers are standing behind a table on which an American flag and a 4-H flag have been placed.

President: To you who are about to become a member of the 4-H Clubs of America, we, as active members of (club name), sharing responsibilities in the carrying out of our 4-H program, wish to inquire as to your earnestness in becoming a member.

Have you selected a 4-H project and handed in a 4-H enrollment card signed by your parents?

Candidate: I have.

Vice President:

Before becoming a member, we feel that you should become acquainted with the organization and purposes of the 4-H Clubs. The 4-H Clubs are a part of the national agricultural Extension Service of the United States Department of Agriculture, in cooperation with the State colleges of agriculture and county Extension organizations. 4-H Clubs are organized to help us to become better citizens in a democracy by teaching us how to work and play together; by guiding us in the solving of our own problems and those of the home and community; by giving us an opportunity to learn better methods of farming and homemaking; by encouraging us to pass these better methods along to others; by giving us an understanding and appreciation of country life; and by helping us to be of service to others and to our communities in a changing world. In addition, during this critical period, each 4-H Club program provides rural young people an opportunity to do their full part in working together for a better home, community, and world understanding.

Secretary: Our 4-H emblem is a green four-leaf clover, with a white "H" on each leaf, standing for the development of the Head, Heart, Hands, and Health.

Our 4-H motto is "To make the best better."

The ten 4-H guideposts are:

1. Developing talents for greater usefulness.
2. Joining with friends for work, fun, and fellowship.
3. Learning to live in a changing world.
4. Choosing a way to earn a living.
5. Producing food and fiber for home and market.
6. Creating better homes for better living.
7. Conserving nature's resources for security and happiness.
8. Building health for a strong America.
9. Sharing responsibilities for community improvement.
10. Serving as citizens in maintaining world peace.

Our 4-H Club Creed is:

"I believe in 4-H Club work for the opportunity it will give me to become a useful citizen.

"I believe in the training of my HEAD for the power it will give me to think, to plan, and to reason.

"I believe in the training of my HEART for the nobleness it will give me to become kind, sympathetic, and true.

"I believe in the training of my HANDS for the ability it will give me to be helpful, useful, and skillful.

"I believe in the training of my HEALTH for the strength it will give me to enjoy life, to resist disease, and to work efficiently.

"I believe in my country, my State, and my community, and in my responsibility for their development.

"In all these things I believe, and I am willing to dedicate my efforts to their fulfillment."

Our 4-H citizenship pledge is:

"We, individually and collectively, pledge our efforts from day to day, to fight for the ideals of this Nation.

"We will never allow tyranny and injustice to become enthroned in this, our country, through indifference to our duties as citizens.

"We will strive for intellectual honesty and exercise it through our power of franchise. We will obey the laws of our land and endeavor increasingly to quicken the sense of public duty among our fellowmen.

"We will strive for individual improvement and for social betterment. We will devote our talents to the enrichment of our homes and our communities in relation to their material, social, and spiritual needs.

"We will endeavor to transmit this Nation to posterity not merely as we found it, but freer, happier, and more beautiful than it was when transmitted to us."

Treasurer: This 4-H Club wants every person who joins it to know that he is joining a national organization which has very important citizenship responsibilities. Every person should know also that the 4-H Clubs are part of a large organization in which the Extension Service of the United States Department of Agriculture with headquarters in the Nation's Capital, works cooperatively with the Extension Services of the State colleges of agriculture and the county extension services, as well as with those of Hawaii, Alaska, and Puerto Rico; and that 4-H Clubs are now well under way in many other countries.

President: You are now familiar with the purposes of 4-H Club work, the extent of the organization, the 4-H emblem and what it symbolizes, the 4-H motto, the ten 4-H guideposts to be used in developing 4-H programs, the 4-H Club creed, and the 4-H citizenship pledge. Are you willing to try to live up to these ideals of the 4-H Club organization?

Candidate: I am.

President: Do you now wish to become a 4-H Club member?

Candidate: I do.

President: In becoming a member of our 4-H Club, we expect you to attend our meetings regularly, take an active part in our program, complete your project work, keep a record of all your 4-H activities, make an exhibit, and help other members of the club who may be in need of such help. As you sign the 4-H Club membership roll, please think of these responsibilities which you are assuming.

Candidate signs in secretary's book.

President: Please repeat the club pledge after me.

Candidate: (repeats after president)

I pledge--

My Head to clearer thinking,
My Heart to greater loyalty,
My Hands to larger service, and
My Health to better living,
For my club, my community, and my country.

President: You are now a member of (name of club) 4-H Club. We welcome you into its membership. May you ever do your full part in carrying out the 4-H program; be faithful in helping to carry on your own 4-H work as a part of the general extension program of your community and county in partnership with your parents and neighbors; and in living up to its high ideals to the end that you will be among the distinguished number who are working for a better home, a better nation, and a better world.

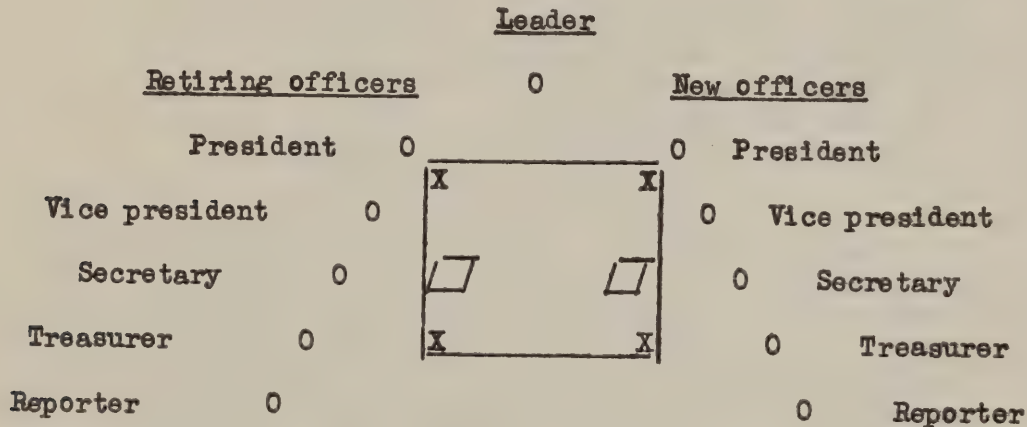
4-H Song.

CEREMONY FOR INSTALLATION OF 4-H OFFICERS *

— 0 —

The officers stand as shown in the diagram below. The X's in the large central square represent unlighted candles on a table. The squares represent the American flag and the 4-H Club flag. Retiring officers will need to learn their parts beforehand or be able to read their parts easily from small cards.

The retiring officers, beginning with the president, cross the room to the new officers, make short talks, and present them with the various official records of the club. The new officers take their places behind the table. The retiring officers leave the platform.



Retiring president:

As presiding officer for the _____ Club, great responsibility will be yours. You will preside at all meetings and will be ever ready to render service in the best interests of the whole club. You must protect its good name, strive always to further its ideals and purposes, and see to it that the people of the community are made acquainted with the work being done and the services being rendered. This gavel is given to you as the property of _____ 4-H Club to help you in performing your duties.

Retiring vice president:

As vice president, you will become familiar with the duties of the presidential office and will be ready to act at any time in the absence of the president. You will strive in every way to aid in upholding the dignity of your 4-H Club and in providing for its usefulness to all 4-H members enrolled and to the community as a whole.

* Adapted from the Iowa 4-H girls' installation ceremony.

Retiring secretary:

As secretary, you will keep the membership roll and a complete and accurate record of what takes place at each meeting. You will make reports and write official letters. You will keep such important information and papers as the club may direct. In your hands and keeping will now be placed the secretary's book for the _____ Club.

Retiring treasurer:

As treasurer you will be entrusted with the money for the _____ 4-H Club, to keep accurate record of all receipts and expenditures. You will be expected to furnish detailed and complete information concerning the finances of your club whenever it is needed. This is the treasurer's book (or report) for the _____ 4-H Club, to help you in recording the financial business of your club.

Retiring reporter:

As reporter, you will be responsible for passing on accurate, interesting accounts of all work accomplished by the _____ 4-H Club and all 4-H events held, to the newspapers, and radio and television stations in our community and county. You will also be responsible for passing on other useful information pertaining to the 4-H Club program to all those in our community interested in the further development of the _____ 4-H Club. This is an important responsibility, for the people of our community and county should be familiar at all times with the 4-H work being done and the 4-H services being rendered in our homes, on our farms, and in our communities.

Local leader:

As club officers you have been chosen to guide and direct the _____ 4-H Club. I know that you will live up to the trust that has been placed in you. You will be largely responsible for the club spirit of your organization, for its progress and faithfulness to the principles and ideals of 4-H Club work. It will be your responsibility to help the members of your club in every way possible to prepare themselves as worthy citizens--physically, mentally, and spiritually--through 4-H Club programs, whereby they will be--

1. Developing talents for greater usefulness.
2. Joining with friends for work, fun, and fellowship.
3. Learning to live in a changing world.
4. Choosing a way to earn a living.

5. Producing food and fiber for home and market.
6. Creating better homes for better living.
7. Conserving nature's resources for security and happiness.
8. Building health for a strong America.
9. Sharing responsibilities for community improvement.
10. Serving as citizens in maintaining world peace.

You will now all stand and repeat the 4-H Club pledge. I will light the candle representing the club spirit (lights the candle). From this candle our newly elected officers will light the candles representing Head, Heart, Hands, and Health.

I pledge my head to clearer thinking (leader hands lighted candle representing club spirit to president, who uses it to light the candle nearest him), my heart to greater loyalty (vice president lights second candle with leader's lighted one), my hands to larger service (secretary lights third candle), and my health to better living (treasurer lights fourth candle), for my club, my community, and my country. Let us now close this impressive ceremony by singing our 4-H Song _____.

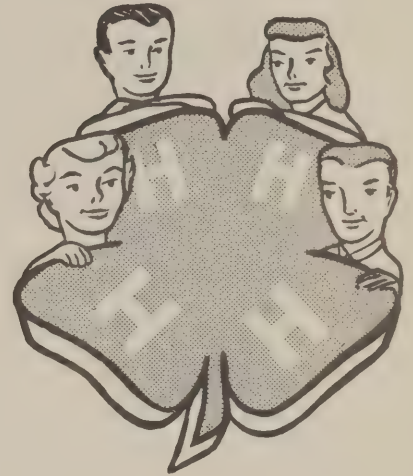
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IMPORTANCE OF RECOGNITION OF 4-H CLUB WORK WELL DONE

- It is essential to the normal, steady growth of every boy and girl.
- It provides a feeling of self-confidence and a sense of security.
- It develops the will to achieve.
- It raises standards of accomplishment.
- It encourages habits of success.
- It helps members to evaluate their own efforts.
- It raises the member's status in his own home and community.

SPOTS

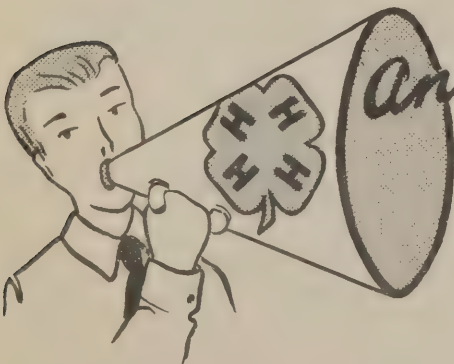
4-H Achievement Week



*Get
set!*

Forward with

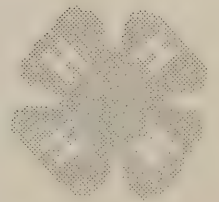
4-H



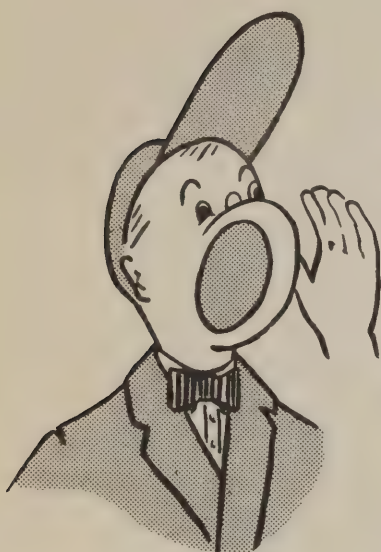
Announcing

4-H

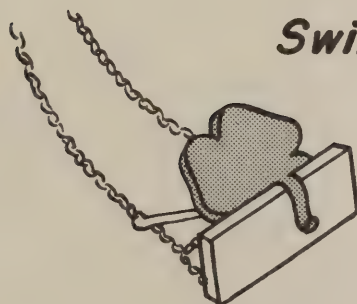
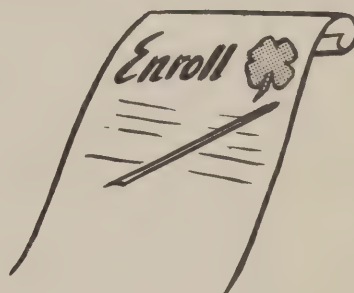
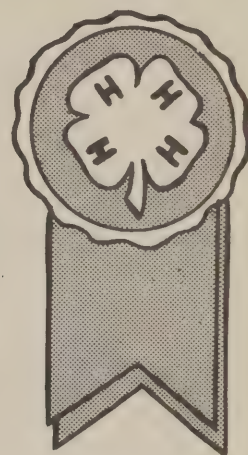
Achievements



SPOTS



All aboard!
for 4-H
Achievement
Week



*Swing high
with
4-H*



*Hear ye!
Hear ye!*



4-H Achievement Week

NEWSPAPER ADVERTISEMENTS

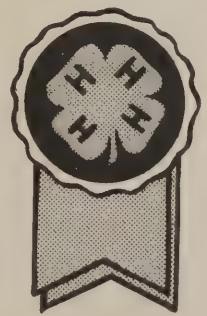


Congratulations
4-H'ers!

National Achievement Week

Sponsor _____


HONORS
for
4-H



Achievement Week
November 3-11, 1951


Sponsor _____

We're proud
of you,
4-H'ers

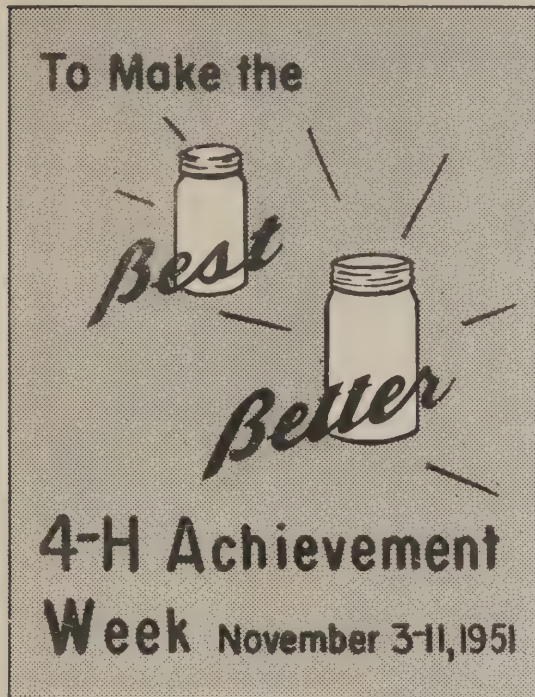


copy

Sponsor _____



POSTERS



This poster, designed to illustrate the 4-H motto, may feature any object where the jar is used here. The idea is to show only two or three rays on the "Best" and double the number on the "Better" illustration. The object should be in color. However, a black and white photograph or cut-out would do. A background to contrast with the illustration should be used and the lettering should contrast with the background.

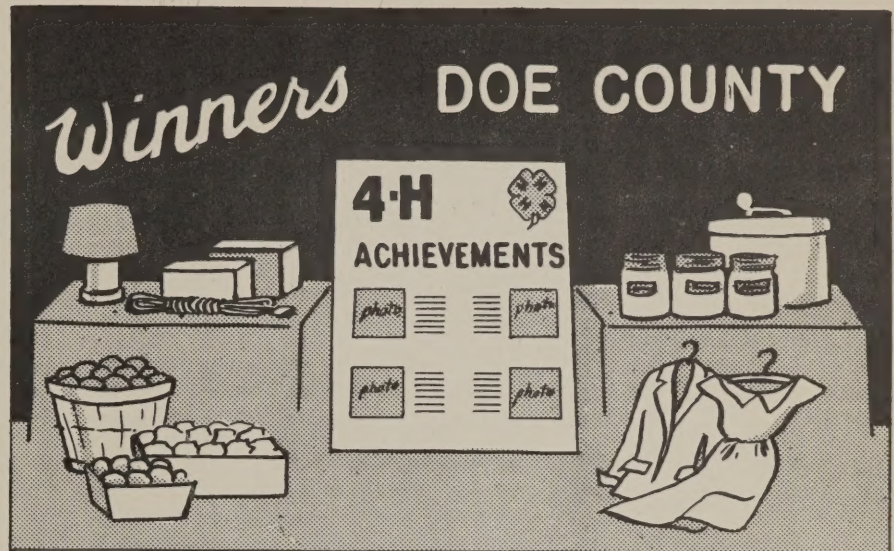
This poster may be either two or three dimensional. A face, looking, at the clover should replace the face of the clock. Contrasting colors should be chosen so as to point up both the lettering and the clock. If possible the clock might be made three dimensional with a swinging pendulum. Since motion gains more attention, this would increase the eye appeal of the poster.



— WINDOW DISPLAYS —

The purpose of this window display is to show the prize-winning projects. A dark back drop is used with white letters across the top as shown in the sketch. In the center of the display is a poster with photographs of the prize winners and a paragraph about each. An orange crate or similar

box may be used to make the step on which the first prize winners' projects are displayed. Or the first-prize winners may be on one side and the second on the opposite side. A neutral-colored background that will contrast with the objects shown should be chosen.



"Stop, Look, Listen" announces 4-H Achievement Week. The slogan is illustrated by the traffic light, which should have either the red light lighted or simulated lighting. The letters are white against a dark background, preferably green. The step supports cut-out cardboard letters and the cut-out clover

with its cut-out H's. A small light may be placed in back of the clover to illuminate the letters -- or they should be in white paint and the clover outlined in white. A lighter background should back the rest of the information, which would be in lettering to match the back drop.

